



OPENING SOON... Newest of the Standard Brands Paint Co. retail stores, located at 23126 Hawthorne Ave., will open soon to serve customers. The firm's main plant and warehouse facilities are located on 190th Street. The new store, shown here in an artist's sketch, is the 21st in the chain. It will be managed by Lawrence Gray, formerly manager of the Anaheim store.

Standard Brands Paint Opens New Store Here

The newest store in the Standard Brands Paint Co. chain will open soon at 23126 Hawthorne Ave. The new store will have some 10,000 square feet of floor space and ample free parking. Built to satisfy the needs of the growing Southwest area, the store will feature stocks of wallpaper, linoleum, paint, and decorator supplies in the world. It is the 21st store in the retail chain.

STANDARD Brands Paint Co., with main warehouse and factory facilities located on 190th Street in Torrance, was started 38 years ago as a one-man operation. It has kept pace with the growth of Southern California and features supplies for the do-it-yourself customer.

Lawrence Gray is being transferred from the Anaheim store to take over management of the new facility. Salesman working under Gray's leadership are qualified to give every customer professional advice on and service on their needs.

NEW ADVANCES in paint chemistry and technology have enabled Standard Brands Paint Co. to develop and sell better paint at lower prices than ever before. Volume buying enables the firm to offer the best possible prices on wallpaper, linoleum, and other supplies.

Every item is sold with an unconditional guarantee, says John DeGregory, general manager and executive vice president of the firm. DeGregory is considered one of the leading experts on paint, linoleum, and wallpaper merchandising techniques.



LAWRENCE GRAY
Store Manager

A minimum of 30 footcandles of illumination is recommended by the National Society for the Prevention of Blindness, Inc. for reading printed material.

MUST SELL \$25,000 NURSERY STOCK IMMEDIATELY!

NEW BUILDING TO BE ERECTED AS SOON AS THE BULK OF THE NURSERY STOCK IS SOLD!

SAVE UP TO 75% ON SOME CHOICE ITEMS
GUARANTEE AT LEAST 10% SAVINGS ON EVERY ITEM

VALUABLE COUPON

CHOICE OF TREES
EVERGREEN ASH
BLACK PINE OR PODOCARPUS
MACRAPHYLLA--IN GAL. CANS

FREE WITH THIS COUPON AND MINIMUM \$5.00 PURCHASE

ALL TREES GIVEN AWAY ARE OF FINE QUALITY AND ARE VERY BEAUTIFUL FROM GROWER TO YOU!



YOU SAVE

KENNY'S NURSERY

(Just No. of San Diego Freeway) 18425 S. WESTERN
17 YEARS AT SAME LOCATION!
OPEN DAILY 8 'TIL 5—CLOSED MONDAYS

What's doing?



One of the most dramatic developments in telephoning promises to be the see-as-you-talk phone. We call it "picturephone" service. There's a demonstration hook-up working right now between the Bell System exhibits at Disneyland and the New York World's Fair. And if you're visiting either place, you can give it a try. Although picturephone sets for regular home use are still far in the future, they are already in commercial use on a limited basis between three public locations in New York, Chicago and Washington, D.C.

The first nation-wide telecast of a political convention occurred only 12 years ago. Like today's coast-to-coast telecasts, it was transmitted over telephone lines.

Have you seen the Smoky Bear sign in the Torrance Telephone Business Office? It serves to remind you of the following:

1. Break matches in two.
2. Be sure fires are out cold.
3. Crush all smokes dead.

Here's an important reminder: September 10th is the last day you can register to vote in the general election of November 3.

If I asked you to describe the shape of a telephone manhole cover, chances are you'd say it's round. And you'd be right. But do you know why it's round? Safety is one good reason. No matter how you turn it, a circular lid can't fall into the hole it covers.

And here's a bit of irony: The automobiles which roll over the lids are in many cases getting acquainted with their future. Why? Because, old motor blocks are the most common source of the cast iron used in manufacturing new covers.

Pacific Telephone

J. P. Leggett

Your Telephone Manager in Torrance



GRAND OPENING OF OUR GARDENA PLANT

15335 S. NORMANDIE AVE.

Mr. BEEF SALE

90 DAYS
SAME AS CASH

No Interest
No Down Payment

FIRST PAYMENT OCT.
TAKE 6 MONTHS

BEEF FREE

28^c lb

HALVES

CUT
WRAP
FREEZE
AGING

CHARGE IT

2 Locations

GARDENA RESEDA

FREE! 20 LBS. FRYERS
WITH PURCHASE OF BEEF SIDE

MR. BEEF INC.
NO FREEZER? Rent a Locker \$1.50 PER MONTH

SEE YOUR BEEF
WEIGHED • CUT • WRAPPED
IN 30 MINUTES

GUARANTEE
All meats are guaranteed tender & tasty. If not, return within 10 days and your purchase will be replaced or your money refunded.

- NO FREEZER TO BUY
- NO FOOD PLANS
- NO MEMBERSHIP
- JUST TENDER, TASTY BEEF CUT TO YOUR ORDER

OPEN DAILY 9 a.m. - 8 p.m.
SUNDAYS 11 a.m. - 5 p.m.



327-3050
15335 S. NORMANDIE
GARDENA
Just North of Redondo Beach Blvd.
PHONE NOW
345-5751
18715 SHERMAN WAY
RESEDA
3 Blocks West of Reseda Blvd.

